

BREASTFEEDING TIMES

JUNE 2013

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New California State WIC Director



ERIKA TRAINER, DIRECTOR OF THE CALIFORNIA WOMEN, INFANTS AND CHILDREN PROGRAM

The Center for Family Health is pleased to announce the appointment of Erika Trainer as Division Chief of the Women, Infants and Children (WIC) Nutrition Program. Currently, Erika serves as the Nutrition Services Branch Chief in the WIC Program and has extensive experience collaborating with local agencies and managing a multidisciplinary staff. Erika worked in the Sacramento County WIC Program before joining the state WIC office. Erika is an International Board Certified Lactation Consultant and a Registered Dietitian with a

Master's Degree in Nutrition Science and a Bachelor of Science degree in Dietetics.

Erika will begin her new position effective June 17, 2013.

Congratulations Erika on your appointment! ☺

REMINDER:

**BPC FUNDING
RENEWAL
APPLICATION
DUE JULY 8TH**

BPC Program Funding Renewal Application

The Breastfeeding Peer Counseling (BPC) Program notice of Funding Renewal Application (FRA) was released on May 31st, 2013. Submissions are due by 5 PM Monday, July 8. Because of continuing funding limitations, only agencies with BPC Programs currently funded by USDA are eligible to apply. For this reason, instead of releasing a "Request for Funding" as we have done in past years, a notice of "Funding Renewal Application" was released.

There has been a concerted effort this year to simplify the FRA process. Local Agencies will not need to submit a BPC budget until



after award notifications are made, likely sometime in August. Local agencies should complete the FRA and continue program planning for next federal fiscal year (FFY)

assuming an award no greater than their FFY 2011-12 award.

Also, because the Community Assessment was not completed this year, we are not requiring local agencies to submit a work plan with this FRA. Instead, programs will indicate the status of BPC Program essential functions at their local agencies.

A webinar is being planned for mid to late June to answer Local Agency questions regarding the FRA process. If you have any questions, please contact Kari Malone at (916) 928-8550. ☺

2013 World Breastfeeding Week (WBW): August 1 - 7

Want your Local Agency WBW activities highlighted in the Breastfeeding Times September 2013 Issue?

Submit your photos and brief descriptions by August 23rd to Julie.In@cdph.ca.gov.

RBL Corner



SUSANA BERUMEN, RBL

The Riverside County Department of Public Health WIC program is pleased to introduce our new Regional Breastfeeding Liaison, Susana Berumen, IBCLC.

Susana has worked for Riverside County since 2002. Prior to that, she worked as a Childbirth Educator for a local hospital. She began with WIC as a

Health Education Assistant in the desert region WIC sites and then joined the First 5 funded Loving Support team in January of 2011. She has extensive experience working with physicians and in the community.

She is currently working with one of the large farm workers contracting companies in the Coachella Valley to help them comply with the Lactation Accommodation Law. She trained the crew leaders and supervisors on the importance of breastfeeding and how to make accommodations for breastfeeding workers. She is also working with local physicians mentoring them to obtain the Breastfeeding Friendly designation. Susana has a passion for breastfeeding and she passes that along to those around her.

She and Alyson Foote work as our RBL team to promote, protect and support breastfeeding in Riverside County!

NOTE:

We will not be publishing an August 2013 Breastfeeding Times.

Surplus Breast Pumps Available

"IS YOUR AGENCY IN NEED OF BREAST PUMPS?"

All you pay is shipping!

Personal Double Pump #57018W

Available: 431 cases (3 per case)

Contact: Ana Contreras from LA Biomed
323-905-7800 x415 or
acontreras@slahp.org

Send your agency's surplus breastfeeding supplies announcement to:
Julie.In@cdph.ca.gov

"Although the USDA's WIC program has always encouraged breastfeeding, federal regulations enacted as part of the 2009 appropriations for the program contain robust provisions that expand the scope of WIC's activities to encourage and support its participants in breastfeeding. Federal regulations specify the actions that state agencies must take to ensure 1) a sustainable infrastructure for breastfeeding activities; 2) the prioritization of breastfeeding mothers and children in the WIC certification process; 3) activities to support education in nutrition for breastfeeding mothers, including peer support; and 4) allowances for using program funds to carry out activities that improve support for breastfeeding among WIC participants."

~The Surgeon General's Call to Action to Support Breastfeeding 2011



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